

Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL

Product MARK CRITZ FOR CONGR

Estimate# 2435

Buyer AMY MILLS

Phone#

Fax#

Agency () LUC MEDIA

25 WHITLOCK PLACE SW, 2ND FL

MARIETTA, GA 30064

Agency C/P1/P2/E //2435

Flight Dates 11/05/2012 - 11/05/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

--- CONTRACT COMMENT ---

CRITZ FOR CD-12 NEEDS 20 MIN SEP *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LN 1 FOR REVISION.
THANKS,
ANDREW

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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*1	11/05-11/05	10P-1030P	NEWS	:30	\$750.00	M	1	1	1	\$750.00
	Buyline Comment: CLASS 2									
	Station Remark: V2 PLS EXPAND TP TO 10-11P.									
2	11/05-11/05	630P-7P	2.5 MEN	:30	\$600.00	M	1	1	1	\$600.00
	Buyline Comment: CLASS 2									
3	11/05-11/05	7P-730P	BIG BANG	:30	\$900.00	M	1	1	1	\$900.00
	Buyline Comment: CLASS 2									
4	11/05-11/05	1P-2P	DIVORCE COURT	:30	\$70.00	M	1	1	1	\$70.00
	Buyline Comment: CLASS 2									
5	11/05-11/05	2P-3P	JUDGE JOE BROWN	:30	\$85.00	M	1	1	1	\$85.00
	Buyline Comment: CLASS 2									

---REPORT TOTALS---

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Report Totals: 5 / \$2,405.00

---SALES MONTHLY TOTALS---

Nov 12: 5 / \$2,405.00

Sales Totals: 5 / \$2,405.00

Station Totals: 5 / \$2,405.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$40,083	CABL	0%	KDKA	30%	UNKN	0%	WPCW	1%	WPGH	6%
		WPMY	0%	WPXI	41%	WTAE	22%				

---COMPETITIVE COMMENTS---

WPGH = 2405

WTAE = 11525

WPXI = 22490

KDKA = 15705

WPCW = 860

Books null

Demos RA35+